

## UTAH SKI RESORTS BUNDLE-UP WITH IMPROVEMENTS for THE 2010 WINTER SEASON

SALT LAKE CITY, UTAH – In a time when consumers demand value and convenience, Utah's 13 ski resorts consistently offer unparalleled access, quality and bountiful amounts of The Greatest Snow on Earth. Salt Lake City International Airport was recently ranked No. 1 in the nation for having the most on-time flights according to data from the Bureau of Transportation Statistics. Salt Lake International is located within an hour drive of 11 of the state's ski and snowboard resorts enabling many visitors to maximize their time by skiing the same day they arrive.

In an effort to boost tourism and better serve visitors, Utah legislators made the most significant change to the state's liquor laws in 40 years. Utah bars are now open to the general public and the state's previous private club system, which required customers to fill out an application and pay a fee for the right to enter a bar, has been eliminated. The state's resorts have celebrated the change by sprucing up their amenities, products and services for the 2009-10 winter season. Snow is just around the corner and Utah's resorts have bundled-up with a variety of improvements sure to please their guests.

### ALTA SKI AREA

Alta's popular Albion Basin Day Lodge has been remodeled to better accommodate guests.

### BEAVER MOUNTAIN

Beaver Mountain has added a new conveyor lift to better access the Resort's beginner terrain.

### BRIAN HEAD

Customers who purchase 10 gallons of gas or more at select gas stations in Southern Utah will receive a coupon offering 50 percent off mid-week skiing at Utah's only southern resort.

### THE CANYONS

The new Dakota Mountain Lodge & Golden Door Spa, Waldorf Astoria Collection's first ski-in, ski-out property, will accommodate guests at The Canyons Resort starting this season. The lodge features 175 guest rooms and suites, elegant amenities, custom furnishings and gourmet kitchens. Guests will also be able to dine at its sumptuous Spruce Restaurant.

### DEER VALLEY RESORT

Deer Valley Resort has expanded its services to include a new property management division that will assure the Deer Valley difference from the moment guests check-in. In addition, the St. Regis Deer Crest Resort will provide a new lodging option for Deer Valley guests. The St. Regis features 181 guest rooms, including 67 suites, luxury amenities, and a ski beach and infinity pool. The Remède Spa will enable guests to refresh with signature treatments after a day on the slopes.



Perfectly groomed conditions are on display at The Canyons Resort in Utah. Located in Park City, just 35 minutes from downtown Salt Lake, The Canyons is one of North America's largest and most accessible resorts.

Photo courtesy of The Canyons Resort in Utah

### PARK CITY MOUNTAIN RESORT

Park City Mountain Resort makes family winter vacation planning easy by offering several interactive planning tools on [www.Parkcitymountain.com](http://www.Parkcitymountain.com). One tool is the recently launched Snowmamas, a blog written by moms providing insider tips for planning a winter ski vacation, and the new itinerary planner designed to allow individual users to create the perfect trip to Park City.

On the mountain, Park City has enhanced its downhill experience with two new Kids Adventure Trails designed specifically for the Kids Signature 5 program, as well as additional terrain enhancements off Crescent Ridge to allow greater usability for all levels of skiers and riders.

### POWDER MOUNTAIN

New Sunset Safari guided snowcat tours will take Powder Mountain guests to mountain peaks with unobstructed views of Ogden Valley, the Wasatch Mountains and beyond to the Unita Mountain Range. Tours culminate with alfresco dining while watching the sun set over the Wasatch Mountains. On the return trip, moonlight turns the snow-covered slopes into a shimmering wonderland adding a romantic touch to the adventure.

### SNOWBASIN, A SUN VALLEY RESORT

Snowbasin will add over 20 new features to their terrain park, offering the perfect level of thrill for everyone in the family. The resort will also host the 2010 Dew Tour, Jan. 15-17, where top freeskiers and snowboarders will compete in slopestyle and superpipe events.

### SNOWBIRD

Path to Paradise and the unloading area of Mineral Basin Express have been regraded to improve skier transportation.

### SOLITUDE MOUNTAIN RESORT

Solitude Mountain Resort has recently installed the Powderhorn II chairlift, a \$1.5 million improvement to lift infrastructure. The replacement of the original Powderhorn double and a holdover from its mid-70s installation, albeit with an improved lift line, comes on the heels of last winter's \$7 million investment in two, new high-speed detachable lifts.

Powderhorn II starts from the bottom of Sunshine Bowl, travels above the Concord ski run, and ends in the same location as the original Powderhorn Lift. The move to a mid-mountain starting point allows expert snow riders to make continuous laps on the upper mountain from Diamond Lane to Sunshine Bowl without the need to return to the base area via beginner runs. Visitors will enjoy a seven-minute lift ride on the new lift, as opposed to 12 on the old double, a savings of 5 minutes per run on some of Utah's steepest groomed terrain. Moreover, Honeycomb Canyon will still be conveniently accessed from the top of this lift.

### SUNDANCE RESORT

Sundance lights up the night with new night skiing on Monday, Wednesday, Friday and Saturday evenings from 4:30-9 p.m. Then check out the Owl Bar, which features the restored 1890s bar once frequented by Butch Cassidy's Hole in the Wall Gang.

### WOLF CREEK UTAH

Wolf Creek Utah will enhance the beginner experience by expanding both rental operations and ski school. In addition to improving the rental process, the Mountain Learning Center is announcing a "price-roll back." Class lessons are being offered at a 25 percent discount.

For more information on Ski Utah or Utah's 13 ski and snowboard resorts visit [www.skikutah.com](http://www.skikutah.com)

Ski Utah is the marketing firm owned and operated by the 13 statewide ski resorts that make up the Utah Ski and Snowboard Association. The organization has been creating brand awareness of and demand for the Utah wintersports product since its inception in 1978.

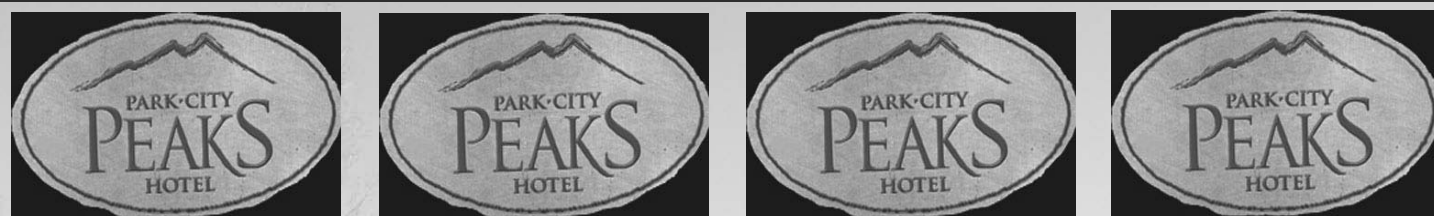
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\*Rates are subject to availability and based on double occupancy.

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